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EXTENSION
SERVICE
review

U. S. Department
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PROCUREMENT RECORDS
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Agriculture
and Your Food

The Extension Service Review is for Extension educators—in County, State, and USDA Extension agencies—to help people learn how to use the newest research findings to bring about a more abundant life for themselves and their communities.

EDWIN L. KIRBY, Administrator
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EXTENSION SERVICE review

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CONTENTS

	Page
The story behind your food	3
Sheep producers dial 'A-U-C-T-I-O-N' for success	6
Computer network 'coins' rapid outlook information	8
Make wine—not waste—with whey	10
Hotline pinpoints pesticide legality	12
'A little bigger calf . . . a little bigger dollar'	14
Maryland creates new image	17
Awards programs—does anybody get their money's worth?	18
Mapping roads to future careers	20
Time—use it or lose it	22

Something is NEW in agriculture

American farmers are so productive the public often takes an ample supply of high quality food for granted.

Research and education, including Extension agricultural programs, are prime factors in keeping food production at this level. Let's examine some of the newer Extension activities:

- **YOUR FOOD** is a new education program dealing with the food situation, issues, and some alternatives—told in a booklet, six leaflets, and a slide-tape—available from Ohio State University.

- **COIN** can mean more "coin" for farmers. It is also the acronym for Computerized Outlook Information Network, a program supplying Extension specialists and farmer clientele with economic and outlook data a few hours or even minutes after release.

- Wine from whey . . . Pesticide hotline . . . Beef cow-calf seminars . . . Sheep auctions via telephone . . .

There's plenty new in Extension agricultural programs, and we report some of it in this issue of the *Review*—Ovid Bay.

The story behind your food

by

Marsha S. Holdsworth
*Assistant Extension Editor,
Food Policy
The Ohio State University*

Telling millions of people about an important topic like food is a big job. Tackling such a job is the goal of **YOUR FOOD**, a national educational project developed at The Ohio State University.

"The overall objective of **YOUR FOOD** is to provide relevant information for people to use in their assessment of the world food situation. **YOUR FOOD** deals with topics of broad concern to consumers and others interested in producing, processing, and distributing food," says Wallace Barr, Extension agricultural economist at Ohio State and coordinator of the project.

YOUR FOOD was developed in response to written and oral requests to Extension workers for a program that would tell the food story to the American people. A multi-disciplinary committee composed of Extension specialists from across the



country in marketing, biochemistry, consumer affairs, family resources management, home economics, political science, and policy, guided the project. A special needs grant from Extension Service-USDA to The Ohio State University provided necessary funding.

Many pictures emerge when viewing the world food situation. In one part of the world, you might see people biting into plump, juicy steaks. At the same time, far across the globe, you could watch as children roam the streets, searching for crumbs and morsels of food.

These situations have caused thousands of people to question the world food problem. They ask: Will there be enough food? Who will get it? How will it be shared? Who will control its distribution? Will the food be good to eat?

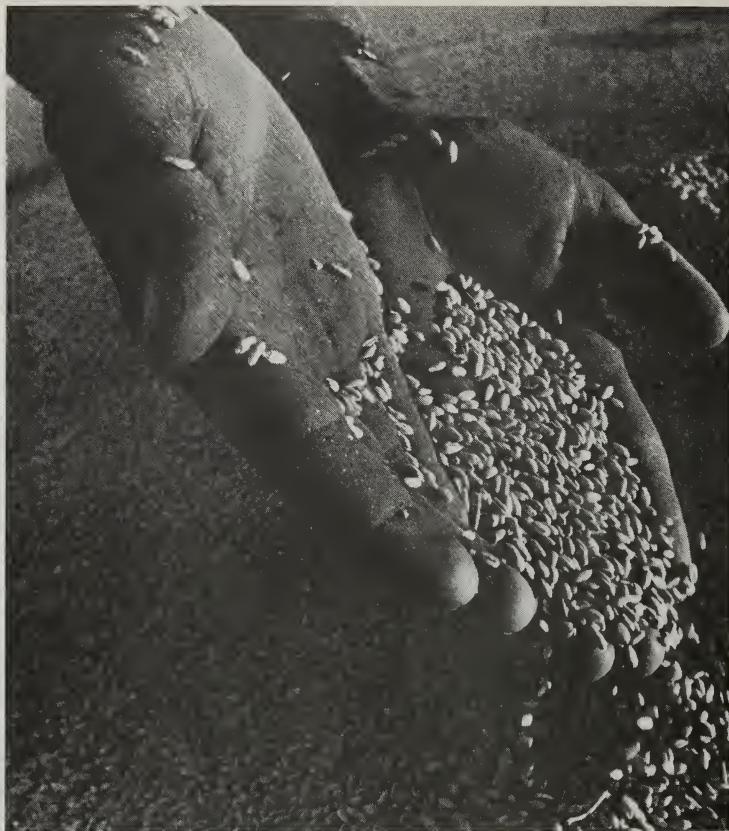
YOUR FOOD attempts to answer these questions. Since food is a subject that involves everyone, a variety of materials was needed to reach the multitude of people in different walks of life.

The first communicative device developed was a food policy basebook. Written by authorities in each of the subject-matter areas covered, the basebook is a detailed publication aimed at the decision-makers—politicians, ministers, industry executives, and club leaders.

Robert C. Bjorklund, columnist for the *Wisconsin State Journal*, says of the basebook: "I can't remember a time when one booklet has done such a complete job in covering the interests of consumers and those interested in farm production, processing, and distribution of food."

After completion of the basebook, the committee decided that some type of written material was needed to reach the average consumer. A series of six leaflets, housed under one cover, was the answer. The leaflets, less detailed than the basebook, are written at the 10th grade reading level.

The next step in the project involved developing slide sets and cassette tapes for each of the six chapters listed in the basebook and leaflets: Will There Be Enough?



YOUR FOOD is for producers . . .



processors . . .

Who Will Get It? How Will It Be Shared? Will It Be Good and Good For You? Who Will Control It? Politics and Food Policy. Each slide-tape set is about 6 to 8 minutes in length.

The University of Illinois composed a 30-minute slide-tape set telling the overall story of food. This set can be purchased as either a single- or double-image presentation. Overheads and teaching guides, plus a five-lesson correspondence course, have also been compiled to aid educators in conducting programs.

Ohio has launched an extensive series of meetings state-wide. Specialists in food distribution, marketing, farm management, nutrition and food science, and public policy from The Ohio State University have gone into the 10 Extension areas of the state to conduct training meetings for lay leaders. These leaders then returned to their respective communities, passing on their new knowledge about food through mass media, classroom, and organization contacts.

"I hope to be able to present the highlights and information from the meeting to Pomona Grange," said Clyde Roberts, a Grange leader attending an area meeting.

County meetings conducted by county agents and lay leaders are now being held in Ohio to inform the general public about food. Most of these meetings are all-day events with discussion and question-and-answer periods scheduled to clarify issues which may seem unclear.

Response to the meetings has been quite good. In evaluations conducted at the meetings, 96 percent of the participants felt the meetings and materials provided the kind of information they want about food.

Forty-seven states, Puerto Rico, and Guam have ordered **YOUR FOOD** materials. These materials will be distributed and used by each state according to their own educational programming.

Price lists and additional information on the **YOUR FOOD** materials are available from the author at 2120 Fyffe Rd., Rm. 23, Columbus, Ohio 43210. □



and consumers.

Sheep producers dial 'A-U-C-T-I-O-N' for success

by

Jim Lutzke

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As the lamb marketing situation in America has continued to deteriorate in recent years, sheepmen have found it increasingly difficult to get a suitable price for their animals.

Realizing they couldn't solve their problems individually, sheep producers in the Northwest banded together to try to do something about a less than adequate marketing and pricing system. Extension specialists in Idaho and Oregon played key roles in their action.

Attempting to improve worsening marketing conditions in the western states, the American Sheep Producers Council appointed a "Sheep for Profit Task Force" in March 1973. Members included John Miller, Extension meat specialist, University of Idaho; John Landers, Extension livestock specialist, Oregon State University; and John Early, Extension agricultural economist, University of Idaho.

While discussing the depressed sheep market in eastern Oregon and southwestern Idaho, during a plane flight, Landers and Miller concluded that pooling animals for a telephone auction just might provide the needed remedy. Back on the ground, they sought the counsel and assistance of Extension economists, Early of Idaho, and Steve Marks of Oregon State. Then they took their idea to the sheep producers.

During the fall and winter of 1973-74, task force members, Marks, and Dave Holder, an economist with the Farmer Cooperative Service, USDA, met with county Extension agents, key sheep producers, and wool pool directors to explain the merits and requirements of pooling and telephone auction selling.

Founded by primarily farm flock producers, the PNW Livestock Producers Marketing Association was incorporated in March 1974, with headquarters at Ontario, Oregon, on the Idaho-Oregon state line.

The original marketing area extended from LaGrande and Enterprise, Oregon, to Boise and Council, Idaho. Training lamb producers as graders, the association set up assembly points with scales and loading facilities at six locations within the area.

Before selling the more valuable lambs, to test the system, they sold cull ewes at the first two sales in May 1974. The group held lamb sales each week from June to December. PNW marketed a total of 61,400 ewes and lambs through the system during this period, with a record sale day of 11,000 head. By August 1974,

the area of operation had expanded eastward to include all of southern Idaho and bordering areas in adjacent states. Lambs from several range bands were also sold through PNW.

Success is a chief motivator for expansion, and PNW proved no different from other profitable enterprises. The organization now sells sheep from Idaho, Oregon, California, Washington, Nevada, Utah, and Wyoming. The increased competitive bidding from a wider market area has brought major market center prices to livestock producers who formerly received only local bids from one or a few buyers.

Lamb prices in this area, originally \$3 to \$10 below West Coast and Denver prices, are now almost on a par with those markets and are running from \$3 to \$7 per 100 lbs more than neighboring auctions.



The credibility of its graders is a key factor in the success of PNW. "The organization now has 12 assembly points, with two or three graders working out of each," says meat specialist Miller, who operates out of the University of Idaho's Research and Extension Center at Caldwell.

The grader visits the flocks of each producer in an area. In the spring he looks primarily for fat lambs; later on he looks for both feeders and fats. After counting heads, estimating weights, noting types of lambs and whether they are grain fed or on pasture, he calls PNW General Manager Stewart Cruickshank in Parma, Idaho.

Cruickshank assembles the loads of lambs (approximately 450 head or 50,000 lbs) on paper and sets up a conference call by contacting every major packer representative from California to Chicago. Each representative receives a description of the loads of lambs to be sold that week and all prospective participants are assigned bidding numbers. Then, on Thursday morning of each

week, the conference call is made and the auction held.

"So far, this system has proven very effective," says Miller. "Our buyers indicate the sheep delivered have either met or exceeded the verbal description provided prior to the sale."

After the sale, Cruickshank calls successful bidders to confirm shipping instructions. Producers are then notified of the date, time and delivery point for their lambs. Lambs are weighed as delivered, then loaded for shipment. The producer is paid on the basis of the weight on the local assembly point scales. The association collects from the buyer for the lambs weighed, deducts the predetermined marketing charges, and pays the producer. Producers may receive their checks immediately or within a specified time as set forth by the association.

There are several advantages to

this system for both the packer and producer.

"The packer has the opportunity to buy fresh lambs directly from the producer, without having to wait while the animals lay over a few days in a stockyard," explains Miller. "Also, buying in load lots is more economical. The packer can schedule a kill for the following week without having to go through the process of accumulating several small lots of animals until he has a large enough load to schedule slaughter."

"The producer, on the other hand, has the advantage of a current market and selling at load lot instead of a few head at a time."

By utilizing the PNW pooling process, packers also reduce buying costs by cutting back their staff and travel expenses. This savings, in turn, is passed on to the producers in the form of increased bid prices. □



Computer network 'coins' rapid outlook information

by

William Carnahan

Information Specialist, ANR
Extension Service-USDA

In today's market-oriented agriculture, farmers need current economic information to help them make decisions. Often, they need this information fast—faster than the mail can deliver it.

Buel Lanpher and Richard Ford, Extension economists in Washington, D.C., proposed that USDA outlook information, like crop and livestock reports and similar data, be sent to state Extension economists by computer.

Building on their original proposal, the Extension Service at the University of Minnesota-St. Paul conducted an 18-month pilot project called the Computerized Outlook Information Network, or COIN.

The Minnesota project, which began in the summer of 1974, is now completed, but COIN goes on, with 23 states using the system. It is one of about 60 computer programs available on the Cooperative Extension's Computerized Management Network (CMN) managed by Virginia Polytechnic Institute (VPI) at Blacksburg, Virginia.

Here's how it works. Crop, livestock, and other outlook reports are "loaded" into the system by telephone from USDA in Washington. This outlook information goes into a time-sharing computer at Rockville, Maryland, as soon as possible after the 3:00 p.m. release by USDA's Statistical Reporting Service (SRS) and Economic Research Service (ERS). Available no later than the following morning, COIN data is as close to the states as their nearest telephone and computer terminal.

How do states utilize COIN?

At The Ohio State University, rapid dissemination of detailed market news is the key feature of the system. Extension specialists then compare their thoughts about future prices or trends of agricultural commodities with those of other specialists throughout the country.

Ohio also uses COIN at the county level through area Extension offices. "This brings the outlook information right to the farmer where it is used in planting, harvesting and marketing decisions," said A. E. Lines, Ohio farm management specialist.

In South Carolina, Lynn Stanton, another Extension farm management specialist, believes the area specialist's role in outlook "has been greatly enhanced with the develop-

ment of COIN." Stanton said, "Last crop year (1976), my telephone rang repeatedly with county agents asking questions relative to what contract prices were likely to be and relaying farmer requests for economic assistance in planning their crop enterprise budgets and management-marketing strategy."

Although COIN information is primarily used for compiling background data and preparing outlook reports in the states, it is also being used to prepare outlook news and feature articles, and for radio and television. Ewen Wilson, Extension marketing specialist at VPI (in Virginia), said, "We have just begun to explore COIN's potential. We use it as:

- A data base for *Virginia Agricultural Economics*, a monthly newsletter sent to more than 8,000 Extension agents, farm management specialists, farmers, and agribusinessmen

- Direct access to USDA's twice-weekly "Mailgram," that contains timely news on agriculture at home and abroad

- An information base for talks before commodity groups and others across the state

- National access to analyses and opinions from agricultural experts across the country.

Paul Hasbargen of Minnesota is one of the Extension economists from a dozen states who analyze outlook information for the system. He put this on the line last fall:

DON'T GET EXCITED ABOUT THE REDUCTION IN FEEDLOT PLACEMENTS. THIS WAS EXPECTED, BUT THERE ARE STILL MORE YEARLING FEEDERS AVAILABLE THAN A YEAR AGO, AND FORAGE SUPPLIES ARE VERY LOW IN MANY STATES. SO, CATTLE



Wayne L. Smith, Extension agent, Fairfax County, Virginia, looks over a COIN printout with a local farmer.

FEEDERS WILL NOT BE ABLE TO PASS UP THE APPARENT "GOOD BUYS" THIS FALL.

THUS FED SLAUGHTER WILL REMAIN HIGH THROUGH FIRST HALF OF NEXT YEAR. BUT RECENT DELAYS IN PLACEMENTS COULD GIVE MARCH-APRIL PRICES A BOOST OF \$45 BEFORE DROPPING BACK AGAIN. MY BASIC OUTLOOK PRICES REMAIN THE SAME—HIGH THIRTIES THROUGH 4TH QUARTER THEN LOW FORTIES THROUGH FIRST HALF OF NEXT YEAR.

In Illinois, Duane Erickson, agricultural economist, reports that specialists use portable terminals to receive crop and livestock reports from COIN for use in Extension meetings. Last fall, Erickson received the September crop report at Mt. Carroll and used it that evening in an Extension meeting with 185 people. "The information was timely and provided details earlier than available elsewhere," said Erickson.

Arkansas is a relative newcomer to COIN. They began a pilot project last April, said Clay Moore, Extension economist, "that involves making quick delivery of outlook reports to 100 crop producers in ten counties and 100 livestock producers in another ten counties." If evaluation of the project shows that farmers like the idea of "prompt delivery of outlook information," Arkansas will aim for a statewide effort, Moore added.

At Purdue University in Indiana, agricultural economists make limited use of COIN, principally in the reporting, predicting and analyses of the hog, cattle, and grain markets. "We would probably make more extensive use of COIN if our own agricultural statistician weren't right here on campus," economist Dave Petritz said. "However, it does make reports from participating states available in hard copy form, giving us the advantage of another effective communications tool." □



Make wine— not waste— with whey

by
Tom Gentle
*Information Representative
Extension Communication
Oregon State University*

Several years ago, a small cheese factory in Coos Bay on the southern Oregon coast, dismantled its vats and closed its doors. Poor management was not at fault. Nor could the economy be blamed.

The problem was whey, a watery byproduct of cheesemaking. The cheese factory went out of business because it had too much whey to dispose of. The closing was not a unique phenomenon, but exemplified a nationwide problem confronting cheese manufacturers.

Now, thanks to a partnership involving the Oregon State University Extension Service, the OSU Agricultural Experiment Station, and private enterprise, one solution to the surplus whey situation has

been found. After 3 years of research and testing, this partnership has shown that making wine from whey could be an answer.

Why has whey been such a handicap to the cheese industry? For every 100 lbs of milk used in cheesemaking, only 10 lbs end up as cheese. The remaining 90 lbs is whey. Some of this whey is utilized as a protein supplement, or as a component of dairy solids in ice cream, cake mixes, toppings and sauces. But, most of it goes to waste. Of the 30 billion lbs of whey produced annually in the U.S., 13 billion lbs become excess. The whey often ends up in streams and sewer systems where it promotes high bacterial growth and an unpleasant odor.

Whey pollution is so extensive that the Environmental Protection Agency (EPA) has issued strict regulations forcing cheese manufacturers to discontinue dumping whey into sewer systems by July 1977.

"The idea of converting whey into wine was sparked by Mayflower Farms, a Portland dairy cooperative," said Floyd Bodyfelt, the OSU Extension dairy processing specialist, who played a major role in the project.

An executive at the cooperative had read about a priest in Alaska, Father Emmet Engel, who had developed and marketed a wine made from whey. After dispatching a man to look at Father Engel's wine operation in Palmer, the cooperative contacted Bodyfelt in the spring of 1973. "They wanted OSU to conduct more research on making wine from whey," said Bodyfelt. He and Hoya Yang, an agricultural experiment station researcher with OSU's Department of Food Science and Technology, met with representatives of the cooperative where they agreed to explore the notion of whey wine.

"Extension had a part in un-

covering the potential for research into whey wine," Bodyfelt pointed out. He describes his role as that of a catalyst bringing together the university, government, and industry for research sponsorship, industry pilot plant development, and marketing trials. His contacts with the dairy industry and government agencies proved invaluable.

Credit for the technical breakthroughs achieved goes to Yang, chief investigator for the research project, and to Kay Berggren, the technician. Yang and Berggren worked through the summer, and by September they had several promising batches of wine—some from cottage cheese whey, some from cheddar whey.

Although impressed with the initial wine samples, the dairy cooperative could not fund additional research. Convinced their work on whey wine showed promise, Bodyfelt and Yang contacted EPA, which had previously funded research on whey utilization.

Bodyfelt and Yang submitted a proposal, which EPA quickly funded for \$39,000. Their subsequent research met with success. The whey produced a versatile wine that could be consumed straight or blended with berry wines. It also mixed well with a synthetic citrus flavoring, giving it a taste similar to "soda-pop" wines already on the market.

Most important, the wine-from-whey process has distinct advantages for the beleaguered cheese industry:

- The entire whey is utilized, eliminating the need to dry it.
- No energy is required for the fermentation process (unlike the production of protein supplements from whey, which requires large amounts of energy).
- The wine has a greater monetary value than other whey products. (Ninety lbs of whey make 10 gallons of wine, which has an approximate market value of \$50.)

• The method can be readily utilized by small cheese factories because no elaborate or expensive equipment is necessary.

"Perhaps the greatest benefit is the one that makes this process feasible for the small cheese processor," Bodyfelt said, referring to the increasing closures of small cheese factories.

The second phase of the whey wine project involved testing for commercial production and consumer acceptance. Bodyfelt tried to persuade Oregon processors to carry out this phase, but was not successful.

A San Francisco-based foods company received approval to do the pilot plant investigations. The first commercial wine from whey should be ready for test market studies during the fall of 1977.

"Extension is too far removed from industry economics and testing problems. Its role now is to spread the word about the technology and merits of processing wine from whey," said Bodyfelt.

He is doing just that. Bodyfelt has demonstrations scheduled at Cornell University and the New York Cheese Manufacturers Association in September, and at The Ohio State University and the University of Arizona next February. Other states are also requesting his appearance.

The future holds promise for some cheese manufacturers, who now pay to dispose of whey, or who face closing down. They may be able to produce a profitable product and simultaneously eliminate a water-pollution problem.

"Wine-making can't solve the problem completely. There's too great a volume of waste whey for that. But we took a novel approach and may have come up with a partial answer," said Bodyfelt.

The story does not end here. The next step is to explore the possibility of brewing beer from whey. □

Hotline pinpoints pesticide legality

by

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Chemicals, Drugs & Pesticides
Virginia Polytechnic Institute*

Our telephone at the Chemical, Drug and Pesticide Unit, Virginia Tech, has become a "hotline", with increasing calls from Extension agents who need help in keeping pace with the rapid changes in pesticide legality.

With a revolutionary method of pesticide information, storage, retrieval and delivery, our hotline has become a means of giving almost instantaneous answers to those questions.

At Virginia Tech, we have been concerned about the increasing inability of traditional Extension information delivery methods to keep up with these changes.

"I have a peanut grower in my office who used Product X last year for leafhopper control. Is it still legal?", asks one concerned Extension agent. "What granular herbicides are registered for control of pigweed in soybeans?", another agent inquires, as the telephones jingle with almost constant pleas for assistance and clarification.

Answers may come easily, or they may take days or weeks. But the grower wants to know NOW. He is in the precarious position of knowing that his crop must be protected. He also wants to protect himself, his farm workers, the consumer, and the environment. In addition, he doesn't want to expose himself to civil

penalties for pesticide misuse.

For assistance, I enlisted the aid of Harold Walker, George Greaser, Billie Emert, and Jim Nugent, all Virginia Tech Extension Division coworkers. Our final result was the CDPIR—short for Chemical, Drug and Pesticide Information Retrieval.

This unique computerized system enables an Extension agent at a local office to identify in minutes the pesticide products that are legal to use in the state on a specific crop to control a specific pest. Identification includes: product name, type (herbicide, insecticide, etc.), formulation, label company, active ingredients, percent active, pests on the label, and use classification, when the latter becomes available. Other items may be included if a need is demonstrated.

The CDPIR system uses the capabilities of the Computerized Management Network, or CMN. An agent's CMN terminal is connected to a time-sharing computer by a conventional telephone line using toll-free WATS support—available anywhere in the U.S. The terminal operator interacts with the computer on a question and answer basis. Using the terminal does not require any computer knowledge. Average training time for operating a terminal is about 30 minutes. Each terminal is autonomous. Information is delivered from the computer directly to the requesting terminal with no lags or relays in between.

The CMN is presently operating in 95 terminal locations sponsored by 22 land-grant institutions and 4 non-university agencies. Terminals per location vary from 1 to 27. Subscribers have access to programs such as Dairy Ration Formulation, Mortgage Analysis, Dietary Analysis of Food Intake, Virginia Colleges-Fees and Costs, and many others. The same terminal and procedure will be used to provide access to the CDPIR.

Information stored in the computer is managed at the state level. A simple editing program is available to update the data based on a day-to-day, or "as needed" basis. This insures that only current information

is delivered to the agent. A state level chemical search is also available to determine what products containing a certain active ingredient are registered for a specific use, or what products on a dealer's shelves contain a recently banned pesticide chemical.

Let's take a typical example of pesticide information retrieval and delivery. A grower calls an Extension agent for identification of legal pesticides for a specific use. The agent dials a toll-free number to the computer. He or she hears a connect tone, plugs the hand set into the terminal, gives identification by state abbreviation and user code, names CDPIR and is put into that program.

The ensuing question and answer interaction extracts the desired information from the data base. Answers are printed at the terminal. The agent logs off the system and reports the results to the grower. Elapsed time from request to answer is about 5 minutes, with a computer cost of \$1.50 to \$3, depending on the problem.

The grower and the agent are as close to the computer as they are to their own telephones.

The CDPIR system is "host-", or "crop-" oriented. The Virginia data bank now stores pesticide information on peanuts, corn, soybeans, tobacco, apples and peaches. Data on other crops, including livestock and poultry, are being processed and will be added as funding permits.

Information retrieval is based on a process of elimination. The first search level must be "host" to give access to the desired data file. The computer answers with the number of pesticide products registered on that host and gives the terminal operator five search options. These are: type (herbicide, insecticide, etc.), formulation, application method (duster, aerial, etc.), pest(s), and label company. These options may be used in any order.

If an agent needing information does not have a terminal, there's no problem. He or she determines what information is needed and which sequence of search options will get it. The agent then calls the nearest terminal location, requests the desired search sequence and stays on the phone until receiving an answer to the question. The printed terminal copy is mailed as confirmation.

Although CDPIR is presently based entirely on Virginia data, the system may be adapted to meet the needs of any state that joins the program. Categories of livestock and poultry, ornamentals, shade and forest trees, lawns and turf, etc., will be added and multistate usage implemented if federal grant funds become available. □



Symposiums beef up production for

'A little bigger calf . . . a little bigger dollar'

by
William Carnahan
*Information Specialist, ANR
Extension Service-USDA*

It's hard to keep a good thing quiet!

That's what Extension livestock specialists from Colorado, Nebraska, South Dakota, and Wyoming have found out about their biennial range beef cow-calf symposiums. Spurred on by positive feedback from these symposiums, they're already busy planning for the fifth one in December 1977 at Chadron, Nebraska.

Since this Extension education program began in 1969, more than 1,000 beef producers, like Miles Davies of Deertrail, Colorado, have taken home money-saving ideas.

In 1973, Davies and his neighbor, Richard Price, flew to the symposium at Rapid City, South Dakota, where they heard about a new method of treating calf scours. "What we learned in that one session more than paid our way to the meeting," said Davies. He and his neighbor were able to save more than a dozen calves after they returned home.

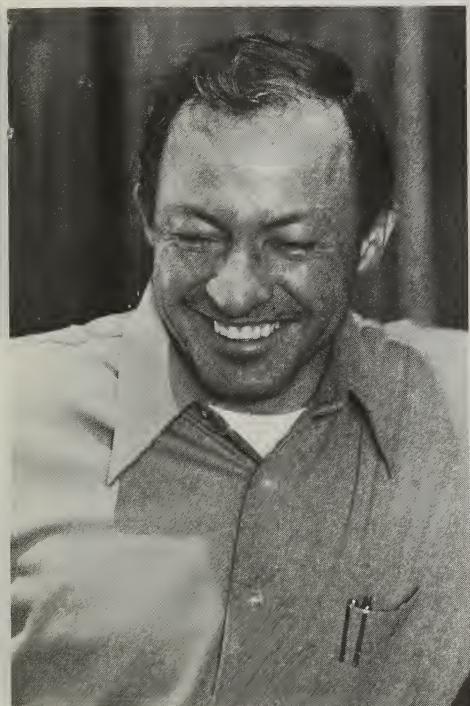
Not all cow-calf producers have been as fortunate as Davies and his

neighbor, but most have found the sessions extremely valuable.

J. Tipps Hamilton of Midland, South Dakota, said, "I'm always looking for new ideas, and that's why I come to the symposiums." When he returns home, Hamilton tries the ideas he's picked up and if they work, he continues to use them. If they don't work or are not practical for his operation, he drops them.

Gary Darnall of Harrisburg, Nebraska, agrees with Hamilton: "If I get only one idea that works, it makes the trip worthwhile for me." Darnall looks for ideas to build on . . . ideas he can apply to his ranching operation.

The idea for the symposiums began in 1967 at a beef field day held by Nebraska and Wyoming Extension specialists. "We wanted to include more states, so we invited Colorado and South Dakota to join us," said C. O. Schoonover, Wyoming Extension animal specialist. The first four-state symposium was held in 1969 at Chadron, Nebraska, with 500 registered participants. Since



Gary Darnall, Harrisburg, Nebraska.



Miles Davies, Deertrail, Colorado.



J. Tipps Hamilton, Midland, South Dakota.



Lester Harris, Saratoga, Wyoming.



Bob Mueller, Kimball, Nebraska.

then, other symposiums have been held at Cheyenne, Wyoming (1971); Rapid City, South Dakota (1973); and Denver, Colorado (1975).

Several factors are considered in developing a symposium, according to Schoonover. "First, we review current beef cattle research, then build our ideas around it. We also look for inputs from producers, and finally we look for the best speakers to fill the bill," he said. "If producers generate enough interest in a specific subject, they try to find a speaker to cover those areas too.

"Although the meetings are primarily an Extension effort," said Schoonover, "we draw heavily on animal scientists in research and in other areas from outside Extension."

Most of the participants come from the four states and surrounding areas, but others have come from as far away as California. Each symposium picks up a few producers attending the first time. But, many

producers are repeaters, like Bob Mueller from Kimball, Nebraska. "I've been to all four symposiums," said Mueller. "They are an excellent source of information on the latest research results and recommendations." Although Mueller tries to keep abreast of the latest developments through reading materials, he likes to attend the symposiums "to fortify this information."

The evening "bull sessions" are one of the highlights of the symposiums for Lester Harris of Saratoga, Wyoming. "These sessions give us an opportunity to question the experts and answer some of our problems." At each symposium four of five "bull sessions" are held each evening of the 2½-day meeting. Each session dwells on a specific topic with an expert on hand to answer questions and lead the discussion.

All the participants interviewed

agreed on one thing. The symposiums bring together top people in their fields and beef cattle producers from several states—an ideal setting for an exchange of good, useful information.

Word about the symposiums is getting around. Most of the participants hear about them through the usual Extension channels—newsletters, radio-TV, newspapers, Extension agents and meetings. However, now that four symposiums have been successful, "more and more producers are learning about them through other producers who have attended," said Schoonover.

Ken Burns of Lamar, Colorado, sums it up this way: "I'm always looking for ways to cut costs . . . looking for a new wrinkle to produce a little bigger calf . . . and ways to produce a little bigger dollar return. These symposiums help make that possible." □



Cooperative Extension Service

Maryland Creates New Image

UNIVERSITY OF MARYLAND-COLLEGE PARK — UNIVERSITY OF MARYLAND-EASTERN SHORE

by

Robert B. Rathbone

Chairman

*Dept. of Information
Cooperative Extension Service
University of Maryland*

A new director and a talented artist have teamed up to give the Maryland Cooperative Extension Service (MCES) a solid and consistent identity—whether the public contact occurs at a homemakers club meeting, in a county agent's office, or by letter or state publication.

The director is John M. Curtis, who joined the staff in January 1976. Sanford W. Farwell, associate editor, design, is the artist.

Curtis wanted better public identification of Extension—not only at the local and county level—but as a statewide educational institution.

"My mother has been a homemakers club member in Randolph County, North Carolina, for 40 years," Curtis says. "But she never really tied her local group to the North Carolina Extension Service. I found it difficult to explain to her that in my new job I was directing the kind of program that she has been enjoying and appreciating for so many years."

"We've got to make it easier than that for the public," Curtis continued. "How well we help the people of Maryland make this local-state connection will affect the progress and success of both established and new Extension programs." He had in mind a kind of symbol of Maryland Extension—a "logo", as designers call it.

Farwell began with a logo which he designed in 1971 for use on MCES stationery. Meeting with county personnel in late 1975, he suggested a way to use this logo in a standard format on all county newsletters. Agents liked the idea. At last count, 20 of Maryland's 24 county and city Extension offices had adopted the logo identity for 78 of their newsletters.

Extension specialists are also working with Farwell to redesign their newsletters. To date, 14 newsletters are wearing "the new look." All press releases, TV and radio materials going to media outlets from the state information office, slide sets, and exhibits now carry the new logo as common identification. (Notice the stylized vertical "CES" design on the left side of the sample press release at the top of this article.)

Clip art of this logo, in a variety of sizes, is available for all county offices. Extension employees can also purchase business cards imprinted with the logo in red and black.

Farwell has also designed decals of the logo in three colors suitable for state and county office doors. Outdoor signs will follow.

Next to be redesigned and standardized were the formats for the four popular MCES publications series, which include some 1,300 titles.

All new publications—and established publications as they are revised—use the new formats, which incorporate the logo.

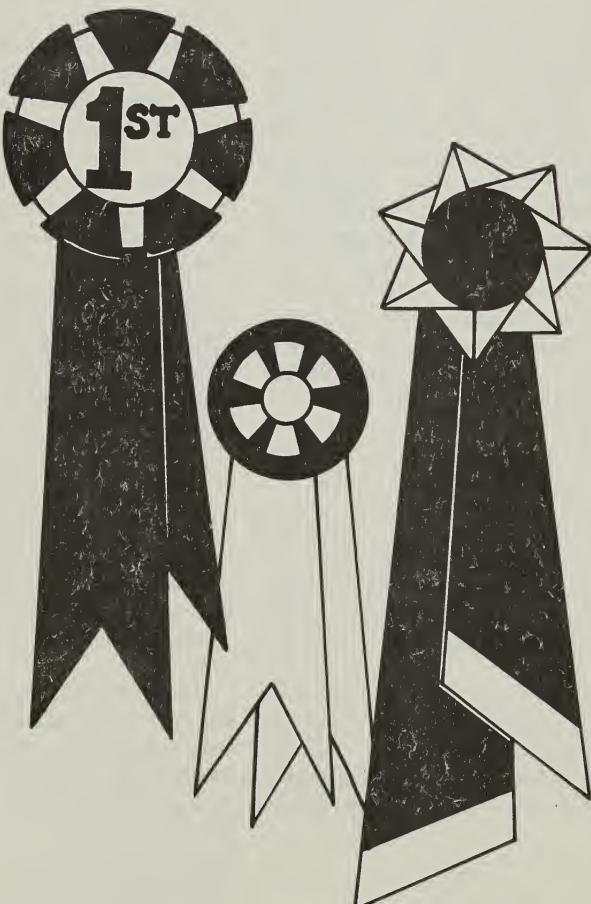
Total time for the project has been less than one year.

The logo has also been added to a new design for soil sample boxes and soil analysis forms. The Extension Service, in cooperation with the University of Maryland Agronomy Department, provides a free soil testing service to approximately 55,000 farmers and homeowners a year.

Except for staff time, Farwell says the cost of the image transition has been surprisingly small. "MCES will begin to save money in editorial, art, and printing costs as the standardized newsletters and publications continue to be used through successive printings," he said.

The Maryland Cooperative Extension Service has achieved in this short time, with little expense, what corporations frequently spend years and thousands of dollars to accomplish—a new and quickly recognized "corporate image." □

Awards programs— does anybody get their money's worth?



by

Virgil Adams

Extension Editor, News

Cooperative Extension Service

University of Georgia

Officers and directors of an organization such as the National Association of County Agricultural Agents (NACAA) sit down, plan and work, and come up with—for want of a better term—a “program.”

A national firm agrees to finance the incentives and awards.

Hundreds, perhaps thousands, of county agents participate in the program.

So what?

Does anybody get their money's worth?

Nine years' experience in the NACAA Public Information Awards Program indicates that they definitely do.

And “anybody” can be the Association, whose primary objective is professional improvement; the sponsor, in this case Amchem Products, Inc., of Ambler, Pennsylvania; and finally, all of the county agents who get involved.

The big winners are Extension clientele, who wind up getting clear messages they can understand and put to use without a lot of translating.

The awards program began in 1968 with 665 entries. Today the program includes seven classes: radio program, photo news story, colored slides, feature story, direct mail piece, newsletters, and personal column.

Participation reached more than 1,600 in both 1975 and 1976. The 9-year total is 12,044 entries—a lot of professional improvement.

Here's how three of the 1976 winners feel about the program:

"My weekly column in the *Tuscaloosa News* has been my most effective Extension tool," said James Cooper, Extension farm agent in Alabama. "I reach more people and get more questions and comments as a result of my column than from any other communications method."

Dennis Egge, Ward County agent in North Dakota: "I can honestly say this contest has made me a much better communicator. Since my work was evaluated in the program, I pay closer attention to the quality of material I present."

From Gene B. Vincent, Extension crop production specialist in Iowa: "Without a doubt this program has encouraged me to do a better job of communicating."

Awards of \$25 go to state winners in each category. Fifty-dollar awards go to first place winners in northcentral, northeast, southern, and western regions. National prizes are \$125 for first, \$75 for second, and \$50 for third place.

How do the winners spend the money? Every way imaginable—but mostly for professional improvement.

"...I am using the prize money to help defray expenses of a Masters degree," said Michael F. McKinney, Extension agent-youth, Goshen, Indiana.

"I will be using my award to purchase camera equipment so I can further improve my communications with the public," said Gerry Marby, Extension agent in Delta, Colorado.

Despite the money incentives offered by the program and its en-

dorsement by hundreds of county agents, participation ranges from absolute zero in some states to 100 percent in others.

Tennessee, leader in the program since 1973, was tops in 1976 with 126 entries. Illinois, which has the greatest participation since the program began in 1968, was near the top with 118. What was the secret of their success?

Thomas E. Fortune, Extension leader in Mountain City, Tennessee, said:

"In our state, the chairman of each district wrote letters, gave talks at meetings, telephoned, and talked personally with agents in his district. This contact and encouragement help increase participation."

Stuart Hawbaker of Decatur, Illinois, said:

"We communicate every day, in a variety of ways. We already do most of the things that are included in the contest.

"Organization is a key factor. In each region in the state, one county adviser serves on our statewide public information committee. These committee members promote entries in the contest. The committee also selects judges and coordinators for each contest category.

"We mail out the contest booklets in December or January. (The entry deadline is April 1.) Then along in March we send a reminder to all advisers. We also publicize the contest in a University newsletter plus our own in-house 'Adviser,'" Hawbaker concluded.

Sharing their best examples and ideas extends the program far beyond the agents who participate. An exhibit of national winners draws a big crowd at NACAA's annual meetings, and the spotlight is put on state winners at most state associa-

tion meetings.

"Each year the competition gets tougher and the quality is improving," said Russ Hibbard, delegate from Fitchville, Connecticut, to the 1976 annual meeting in Richmond, Virginia. "I look over each entry, with the idea of improving my own work."

There are other benefits...things like **PRIDE, CONFIDENCE, MOTIVATION**:

"The money will go quickly, but the pride will last a long time."—Harry D. Muller, Georgia.

"You may be interested that I have already received requests for reprints of the feature article, and our local paper will run a story on the award. I am already planning my entry for next year and I hope to see you again."—James N. Briggs, New York.

"The direct mail piece which I entered urged burley farmers to soil sample and use more lime. I am happy to report that we had more samples taken and more lime used than for any period in the past 11 years."—Wiley DuVall, North Carolina.

"I have participated in this program for 6 years. I feel I have grown considerably in my communications skills. The program has helped me become a better professional."—Allen E. Boger, Indiana.

Talk about pride, confidence, motivation. This one from Arlowe Hulett, Extension agent in Albany County, Wyoming, wraps it all up:

"I first entered 2 years ago and won zilch. This year I was state winner. I've got one ready for you next year that's hopefully going to go all the way. I can hardly wait!..."

What more could "anybody" want? □

Mapping roads to future careers

by
Wayne Brabender

Program Information Specialist
University of Wisconsin-Extension



Vicki Preuss reacts as she realizes that she has stacked up more blocks than she thought she could. This simple, but revealing exercise, proved to Vicki that she could surpass herself—one of the major themes of the career workshop.

Many girls and boys travel the career roads of their parents.

Sons become mechanics "just like dad," daughters become homemakers "just like mom"—even though they may be better suited for other occupations.

"It's more important that youth pursue their own personal quests and career interests," said Howard Swonigan, University of Wisconsin-Extension youth development

specialist. "They need to be guided by their own realistic career choices."

Swonigan is coordinating a statewide 4-H career education effort in Wisconsin by developing programs to help 4-H'ers learn more about "self" and the "world of work." The effort includes workshops and preparation of pamphlets, handbooks on career planning, and guide materials for

parents and volunteer leaders.

Swonigan uses a unique "person-centered approach" in this career program by giving considerable emphasis to self development and self awareness as a pivot to career awareness. "First, young people must know themselves, their interests and needs, before they can 'choose' an occupation," he said.

That's the approach he used recently when 45 youth—some representing 4-H, some representing community action agencies—gathered in Eau Claire, Wis., for a weekend career education workshop.

To open the program, Swonigan used films and a simple block-building exercise to get participants to believe in themselves, to convince them that "the sky is not the limit."



Next came exercises to clarify each one's values, skills and interests. There were also sessions on how to fill out a job application form, how to handle a job interview, how to solve problems and make decisions, and how to write resumes.

Sprinkled throughout the 3-day workshop were sessions on how to communicate and be more comfortable with others, with the idea that you can learn a lot about yourself by relating to others.

Immediate reactions from the participants were extremely favorable. One said, "I'm going to look more deeply into what's right for me and not what's right for somebody else.... I'm going to expand my career plans more, find out about many careers, talk to people who are already in those fields and hear their

reactions."

Another said "I'm going to get into a job where I can be myself."

"I was beginning to wonder if I'd be able to face a job world or an interview," said another. "Now I know I can. Future career, here I come!"

Swonigan reports that this enthusiasm didn't die in Eau Claire. Immediately after the workshop, the 4-H participants helped plan and lead a second one near Westboro, Wis., for 68 youth called "Exploring Your Outer Limits." Now these young people are setting up career education programs throughout an 11-county area in western Wisconsin.

"UW-Extension expects that several hundred youth and adults in western Wisconsin will directly benefit from the original 18 4-H'ers

who took part in the Eau Claire workshop," said Swonigan.

Word has spread to other parts of the state, and career-education workshops are springing up in southeast and southwest Wisconsin, creating a big demand from Extension agents for the career publications.

The agents also see career education as a partial answer to the drop-out problem among older 4-H'ers, those who sometimes find 4-H "irrelevant." Young people today raise two serious questions: "Will you teach us how to live?" and "Will you teach us how to make a living?" says Swonigan. "Career education in 4-H helps them deal with these questions, so it's very relevant to older 4-H'ers."

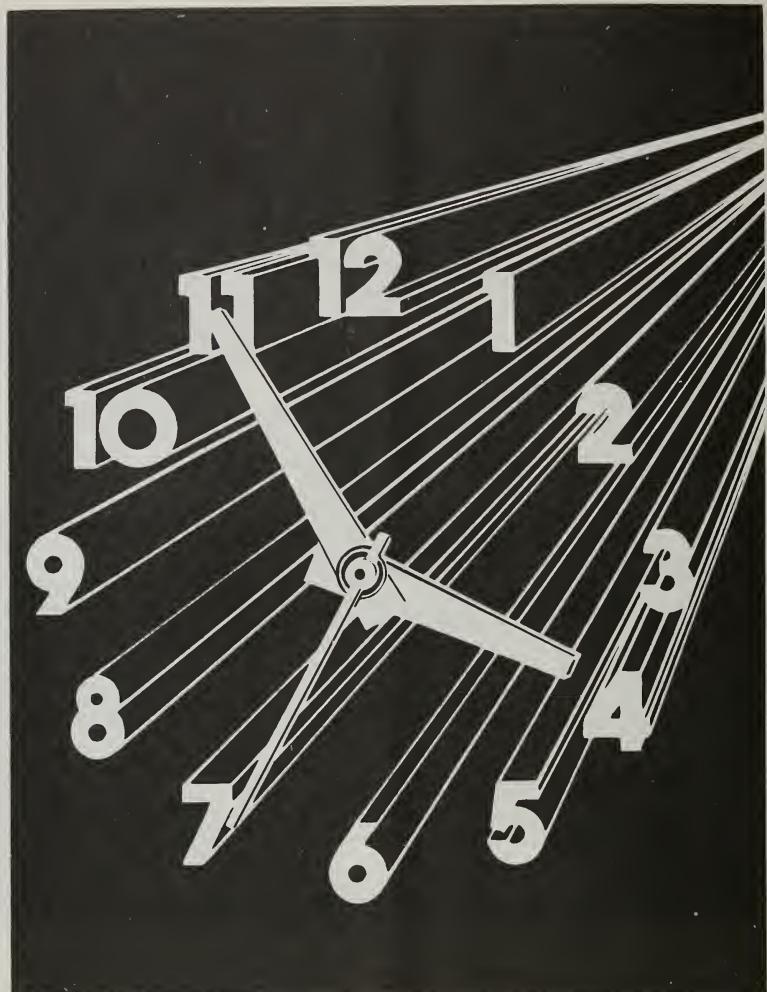
"People get wrapped up in careers or jobs they hate, simply because they never gave it any real thought. Many youth simply think in terms of money-making. Making money is indeed necessary, but it's not the only important thing," said Swonigan. "How can you contribute anything, how can you feel good about yourself if you hate what you're doing?" he asks.

But isn't career education the prime responsibility of parents and high school counselors?

"Our career programs, including the workshops, are not meant to supplant the responsibilities of parents, schools, and the community," insists Swonigan, "only to supplement them." In fact, he says, all three have played an important part in workshops to date. "The youth divisions of local community action agencies have been especially valuable in planning and carrying them out."

There are 17 community action agencies in Wisconsin, operating in more than 50 of the state's 72 counties. Their goals are to mobilize the human resources of each community in seeking local solutions to the problems of poverty.

"In the Extension tradition, we rely on community resources," Swonigan adds. "So the programs belong not only to 4-H, but also to the entire community." □



Time—use it or lose it

by
Diane Grayden
Extension Information Specialist
University of Minnesota

problems.

Mail should never be in an inbox for more than 2 or 3 minutes.

Whenever possible, correspondence should be answered by writing a note on the original letter.

Managers should answer their own phones and make their own outgoing calls.

Everyone's door should be closed some of the time.

Every meeting should have a written agenda.

Meetings should start on time.

Personal and family commitments should be written on your calendar.

Hoyt describes a distasteful job as "anything you don't want to do." Making a phone call to discuss an awkward situation might be an example. "Do it now" is Hoyt's rule. "You'll feel a lot better."

With a difficult job, on the other hand, Hoyt's advice is to "do it later." The job is probably too big to be tackled right away. Give yourself some time to think about it. Make notes, draw up an outline, establish a work folder. Do the job in pieces and find ways to delegate some of those pieces. Set a schedule to be sure you meet the deadline.

Staff members shouldn't send memos to their bosses simply describing problems, Hoyt said. A recommended course of action should always be outlined. The proposed solution may not be accepted, but time is spent more productively when a boss can react to a specific proposal.

If you are in your office when mail is put in your in-box, Hoyt said, you should look at it within a few minutes. Half of it can be thrown away and some of it filed. The rest should be sorted into slots. Hoyt uses four designations: prepare reply, awaiting reply, hold for meeting, and reference.

Answering correspondence by writing a note on the original letter is becoming more and more accepted, Hoyt said, and makes sense when it costs about \$10 to write a letter (counting dictating time, transcribing time and typing time). "If I need

a copy," he said, "I make a photocopy."

"There are times," Hoyt said, "when you shouldn't take any calls or allow any interruptions. Effective managers agree on the need for planned unavailability. Use your support staff as a buffer, find a hideaway, or simply stay home for a few hours of concentrated work."

Hoyt has several tips on how to use time productively at meetings. One is that a written agenda should be sent out before every meeting, with background materials attached. "If you don't have anything to write on the agenda, cancel the meeting."

Meetings should start on time, he said. If some people aren't there, start without them. If nobody is there cancel the meeting. "You have to do it only once."

Every meeting should have a scheduled adjournment time, Hoyt added. An hour and a half is a reasonable maximum and 2 hours is "almost the outside limit for a productive meeting."

Whatever mechanism is used for keeping track of commitments, Hoyt's advice is to record personal and family commitments as well as professional ones.

"Scheduling these commitments gives you a ready answer when someone asks you to make a conflicting commitment. You can pull out your calendar and say, 'No, I have a commitment.' You don't have to say the commitment is to your family or yourself," he added.

Does the system Hoyt uses in the time management sessions work for others? He has spent many of his "not-to-be-wasted" hours evaluating the program. He sent a questionnaire to participants 3 months to 2 years after they had attended the seminar. One significant finding is that 82 to 97 percent of the people attending any given seminar said that they would recommend that others in their organization also attend.

Hoyt began his seminars in mid-1973. By the end of 1976, approximately 4,000 people will have benefitted from the time management techniques. □

No matter what you do with your time, you can't save it.

"You either use time or you lose it," says John S. Hoyt, Jr., a University of Minnesota professor, who offers seminars in time management for university and Extension members as well as outside groups.

Hoyt is also program director for the computer information systems unit of the Agricultural Extension Service. At a recent seminar, Hoyt said he wasn't going to tell anyone "how to be more efficient so that you can do more work."

The reason time management is important, Hoyt said, is because people need to find time to do the things they want to do.

"How much work a person does is never a measure of how effectively that person is using time," said Hoyt. "It is not necessarily true that the people who are the most active get the most done."

Throughout the 6-hour seminar, Hoyt sprinkled in suggestions on everything from showing consideration for fellow workers—"Everybody is busier than you are, from their point of view"—to developing a filing system that works—"A file is not a place to put things; a file is a place to find things".

Although he drew many examples from his own experiences, Hoyt told the seminar participants that they should not try to adopt all the procedures that have worked for him. "The key is to adapt them to your own needs," he said—and to take them one at a time. "We're talking about changing habits, and that's tough to do. Take one idea at a time and stick to it. Make a commitment to yourself, starting this week, to do at least one thing differently."

Some other tips from Hoyt:

When faced with a distasteful task, do it now. When faced with a difficult task, put it off.

Staff members should come to their bosses with solutions, not

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people and programs in review

Extension sociologist honored

The National Council on Family Relations (NCFR), an organization of 11,000 teachers, researchers, and counselors in the field of family relations, has given its top award for the first time to an Extension sociologist, F. Ivan Nye of Washington State University (WSU). Nye, who joined the WSU Extension staff in 1974, is primarily interested in the field of family living research, with concentration in the area of school-age parenthood.

Going that extra step

The Extension office in Fayette County, Pennsylvania, goes that extra step in helping farm families who are victims of fire.

When fire struck at the Harpers' farm, the family immediately contacted Extension for assistance. While secretaries Mildred Danka and Leona McCracken called the local radio station and the 4-H beef club (the Harpers are adult leaders), County Agent Bill Gallagher and summer assistant Myers headed for the farm, to assist in rounding up steers, and replacing the herd in a pasture away from the fire. Within a few hours, a crew of more than 50 4-H'ers and their parents had repaired 1,200 feet of fence. County 4-H Council President Susan Bierbower and others then brought hay and straw to the Harpers, who lost their barn in the fire.

The county Extension staff has assisted four other families in the area during similar tragedies.

Hyatt receives Ruby award

George Hyatt, Jr., Associate Dean and Director, North Carolina Cooperative Extension Service, received Epsilon Sigma Phi's 1976 Distinguished Service Ruby Award at the National 4-H Center in Washington, D. C. in November. Ron Brady, Colorado State University, president of the honorary fraternity for employees of the Extension Service, presented the award at the annual banquet attended by more than 225 members.

County agents look ahead

Looking to the future—their own and that of Extension—county agents in record numbers attended the three association meetings in the fall.

NACAA

At the 61st annual meeting of the National Association of County Agricultural Agents (NACAA) in Richmond, Virginia, more than 2,500 persons explored the theme—*Agriculture Leading the Way to a Better Tomorrow*.

New officers for 1977 are: President—Robert L. Jones, Maryland; President-Elect—Ed Koester, Idaho; Vice-President—Donald Juchartz, Michigan; Secretary—John Wells, Ohio; Treasurer—Laxton Malcolm, Oklahoma. Regional directors are: Daniel Merrick, North Central; Robert Miller, Northeastern; John Pursel, Western; Rowe McNeely and Charles Gulley, Southern.

NAEHE

Putting the accent on *Insight-Action-Impact*, more than 1,500 persons attended the 42nd National Association of Extension Home Economists (NAEHE) meeting in Portland, Oregon.

New officers are: President—Virginia Zirkle, Ohio; President-Elect Pat Jarboe, Missouri; Vice-Presidents—Mary Heisler, Wisconsin; Jacqueline Anderson, Colorado; and Kay Hastings, Pennsylvania; Secretary—Mary Meek, West Virginia; and Editor—Barbara Schock, Illinois.

NAE4-HA

In Grossinger, New York, more than 1,000 youth workers improved their professionalism as they focused on 4-H '76—*Spirit of Tomorrow* at the 30th annual meeting of the National Association of Extension 4-H Agents (NAE4-HA).

New officers are: President—Wayne C. Schroeder, Wisconsin; President-Elect—J. Roland Flory, North Carolina; Vice President—Jerald L. Rose, Kentucky; Secretary—Ray Wagner, North Dakota; and Treasurer—Glenn O. MacMillen, New York. Regional directors are: Darlyn P. Fink and Gerald Gast, North Central; Glenn D. Chaplin and Charles H. Darby, Northeastern; Marlo Meakins and Frances Romanoski, Western; and Charlie A. Elliott and Joe W. Chapman, Southern.